

MARKETING THE MICHIGAN CELERY CROP
1950 Season
by
J. H. Selby

The information contained in the various tables of this summary was compiled from data contained in daily Market News reports issued by the Market News Service, Fruit and Vegetable Branch, Production and Marketing Administration, United States Department of Agriculture. Some figures were furnished by the Michigan Cooperative Crop Reporting Service, Lansing, Michigan. Reports on Celery were issued from the Benton Harbor, Michigan office during the period July 7, 1950 through October 6, 1950.

PRODUCTION: National Situation.

In the annual summary of commercial truck crops the Crop Reporting Board, BAE placed the National celery production at 25,186,000 crates. This was less than one million crates over the 1949 figure of 24,233,000 crates but six million crates over the ten-year (1939-48) average. The most substantial increase was in the winter group of States with only the late fall group showing any decrease in production.

1950 acreage planted to celery was down about 2,200 acres from 1949 plantings and about 6,100 acres under the ten year average. Yield per acre, however, moved upward and the 1950 yield per acre was 706 crates per acre as compared to 640 crates per acre in 1949 and the ten year average of 459 crates per acre.

PRODUCTION: Michigan Situation.

The Michigan celery plantings are divided into two groups, the summer and early fall plantings. The Crop Reporting Board, BAE indicated the Michigan summer celery plantings at 1,300 acres for 1950. This was 300 acres under the 1949 acreage and 740 acres below the ten year average of 2,040 acres. Yield per acre for 1950 was 550 crates as compared to 465 crates per acre in 1949 and the ten year average of 502 crates per acre. Total State production for summer plantings in 1950 totaled 715,000 crates, slightly below the 744,000 crates of 1949 and considerably under the ten year average of 1,028,000 crates.

In the early fall plantings total production was placed at 1,342,000 crates. This figure was 150,000 crates over the 1949 production and 550,000 crates below the ten year average. Acreage planted to early fall celery totaled 2,300 acres, the same acreage as in 1949, but almost 2,000 acres under the ten year average.

The following tabulation, released by the the Crop Reporting Board, BAE, indicates the States as grouped, with acreage planted, yield per acre and total production with ten year averages and comparisons with 1949 figures.

CELERY PRODUCTION (for Market): COMMERCIAL CROP 1/										
Crop report as of December 1, 1950, released by the Crop Reporting Board, Washington, D. C., December 18, 1950.										
SEASONAL GROUP AND STATE	ACREAGE 2/			YIELD PER ACRE			PRODUCTION			
	10-yr. 4/	Average :	Average :	10-yr. 4/	Average :	Average :	10-yr. 4/	Average :	Average :	
	1939-48	1949	1950	1939-48	1949	1950	1939-48	1949	1950	
	- Acres -			- Crates 5/ -			- Thousand Crates 5/ -			
Winter:										
Florida	6220	5000	6000	504	555	630	6/	3124	2775	6/3780
California	2110	3400	3500	706	825	925	6/	1479	2805	3338
Arizona	7/ 580	450	250	7/ 755	830	510	7/	405	374	135
Group Total	8560	8850	9750	559	673	734	6/	4765	5954	7153
Spring:										
Florida	3580	4100	3650	464	600	735	6/	1624	6/2640	6/2683
California	1660	2200	2300	1000	1500	1550	6/	1702	3300	3565
Group Total	5240	6600	5950	632	900	1050	6/	3325	5940	6248
Summer:										
New York	570	650	650	392	425	400	6/	222	276	6/ 260
New Jersey	1120	900	800	265	310	390	6/	297	506	312
Ohio	1060	850	800	452	450	450	6/	482	382	360
MICHIGAN	2040	1600	1300	502	465	550	6/	1028	744	715
Indiana	10	---	---	384	---	---	6/	2	---	---
Oregon	450	230	230	510	670	450	6/	239	6/ 151	104
California	7/ 700	1300	1000	7/ 900	1100	1300	7/	630	1430	1300
Group Total	5310	5530	4780	438	595	638	6/	2334	3292	3051
Early Fall:										
New York	3890	2300	2400	369	420	460	6/	1429	966	6/1104
Pennsylvania	730	400	400	316	310	390	6/	251	136	156
Ohio	810	500	450	387	380	435	6/	319	190	191
Indiana	60	---	---	408	---	---	6/	25	---	---
MICHIGAN	4220	2300	2300	428	475	510	6/	1798	1092	1242
Colorado	1320	1250	1000	312	400	325	6/	452	6/ 502	6/ 325
Utah	550	450	500	470	680	670	6/	269	306	335
Washington	510	560	520	518	530	510	6/	282	6/ 297	265
Group Total	12100	7760	7570	401	449	478	6/	4823	3437	3618
Late Fall:										
California	9830	8600	7000	382	625	700	6/	3731	5375	4900
New Jersey	510	500	600	230	370	360	6/	125	185	216
Group Total	10340	9100	7600	374	611	673	6/	3859	5560	5116
ALL STATES	41570	37840	35650	459	640	706	6/	19106	24233	25186

1/ Total for fresh market and processing.

2/ Acreage for harvest, including any partially harvested or not harvested because of low prices or other economic factors.

4/ For group totals and for all States, averages of the annual totals, not the sum of the State or group averages.

5/ Equivalent one-half size crates (approximately 65 pounds).

6/ Includes some quantities not marketed and excluded in computing value: Winter, Florida 131,000 crates in 1950; Spring, Florida 159,000 crates in 1949 and 95,000 crates in 1950; Summer, New York 20,000 crates in 1950 and Oregon 60,000 crates in 1949; Early Fall, New York 184,000 crates in 1950, Colorado 100,000 crates in 1949 and 100,000 in 1950 and Washington 30,000 crates in 1949.

7/ Winter: Arizona 4-year average 1945-48; California 1948 only.

MATURITY AND HARVESTING: Michigan Situation.

Field planting of Michigan celery began in late April. Although most settings were under paper generally this was a little later than usual. Weather was damp and rather cool and development was slowed considerably. Prospects appeared doubtful from the first but by mid-June growth had progressed rapidly and a quality crop was ready. Harvesting began late in June and volume harvest was under way by mid-July and continued through October. Blight, always a problem in some sections, was not reported so prevalent in 1950.

MARKETING THE CROP: Michigan Situation.

In 1950 the first Michigan celery offered for sale was priced at 2.75-3.75. This was in early July for half-crates. Buyer resistance was sharp and the reaction was steadily downward throughout the month with prices quoted at 1.25-1.50. From that point on the seasonal price pattern was low with half-crates selling at 1.00-1.25 and 1.40-1.65 on 16" crates of Golden Heart. Pascal type celery, now so popular in consuming centers did better with most quotations around the 2.00-2.50 mark. During the later weeks of the deal, however, selling was slow and draggy and some

SEASONAL GROUP AND TOTAL	COMMERCIAL CROP - PRICE and VALUE - CONT'D.							
	PRICE PER CRATE				VALUE 3/			
	10-yr. Average	1949	1950	10-yr. Average	1949	1950	1949	1950
Winter - cont'd.:								
California	\$ 2.23	\$ 2.65	1.80	\$ 3231	7133	5828		
Arizona	7/ 2.51	2.60	1.70	7/ 998	972	230		
Group Total	2.28	3.21	1.82	10773	19089	12809		
Spring:								
Florida	2.99	2.10	2.20	466L	5210	5694		
California	2.36	1.80	1.90	4011	5910	6774		
Group Total	2.68	1.93	2.03	8671	11150	12468		
Summer:								
New York	2.96	1.95	1.65	657	538	396		
New Jersey	2.49	2.30	2.10	727	704	655		
Ohio	2.76	2.90	3.35	1236	1108	1206		
MICHIGAN	1.93	1.60	2.00	1905	1190	1430		
Indiana	1.31	---	---	2	---	---		
Oregon	2.06	2.25	2.00	460	212	208		
California	7/ 2.10	1.50	1.80	7/ 1323	2145	2340		
Group Total	2.27	1.82	2.06	5120	5897	6235		
Early Fall:								
New York	1.76	2.45	1.60	2428	2367	1472		
Pennsylvania	2.16	2.10	2.60	522	286	406		
Ohio	2.51	2.30	2.40	724	437	458		
Indiana	2.20	---	---	52	---	---		
MICHIGAN	1.35	1.85	1.10	2424	2020	1366		
Colorado	2.70	1.85	1.75	1170	740	481		
Utah	1.90	2.00	2.10	490	612	704		
Washington	1.43	1.25	1.40	358	374	371		
Group Total	1.74	2.02	1.58	8168	6796	5258		
Late Fall:								
California	2.14	1.40	2.00	7790	7525	9800		
New Jersey	1.92	1.50	2.25	239	278	486		
Group Total	2.13	1.40	2.01	8030	7803	10286		
ALL STATES	2.16	2.12	1.91	40761	50735	47056		

1/ Total for fresh market and processing.

3/ Value is for the marketing season or crop year and should not be confused with calendar year income.

4/ For group totals and for all States, averages of the annual totals, not the sum of the State or group averages.

7/ Winter: Arizona 4-year average 1945-58; California 1948 only.

DISPOSITION OF THE CROP: Michigan Situation.

Dealers and shippers of Michigan celery again reported a heavy volume moving by truck. Because of the wide area of distribution and the many shippers involved, no attempt was made to secure figures on truck movement. However, reports from the trade indicate truck movement to be over 90 percent of the total movement from the State.

A large volume of Michigan celery, especially the early fall crop, again moved into processing channels. No figures are available on just what percentage of celery movement did move into these outlets.

Rail movement in 1950 season totaled 49 cars. This figure is only 28 percent of the 176 cars shipped by rail in 1949 and more clearly indicates the trend of the Michigan celery industry. When with a commercial volume of approximately 4,000 cars over 3,900 would be indicated as moving by truck.

WEEKLY CARLOT SHIPMENTS FROM MICHIGAN AND COMPETING STATES - 1950 SEASON

Week Ending	MICH	Calif	Colo	N Y	Ore	Utah	Other ^{1/2}	1950 ^{3/4}	1949 ^{5/6}
July 1	3	119	--	--	--	--	226	348	301
8	4	167	--	--	--	--	79	750	153
15	4	240	--	--	--	--	88	332	268
22	3	144	--	--	--	--	8	155	217
29	4	152	--	--	--	--	2	158	174
Aug. 5	5	129	--	13	--	--	1	148	184
12	2	134	--	23	--	--	2	161	223
19	1	166	4	12	--	--	--	183	337
26	2	119	15	22	--	7	1	166	195
Sept. 2	3	99	9	27	--	44	3	185	193
9	1	85	2	46	--	54	2	190	341
16	2	96	5	42	--	90	1	236	337
23	--	79	5	40	--	85	3	212	271
30	3	100	1	36	--	95	--	235	276
Oct. 7	3	116	3	37	--	58	13	230	305
14	5	139	4	12	--	61	19	240	316
21	4	203	3	26	--	33	25	294	387
28	--	188	--	21	--	3	57	269	354
TOTAL 1950	49	6621 ^{1/2}	97	376	--	531	--	26,755	--
1949	176	6750	95	667	48	548	--	--	25,966

(*) For comparable periods in 1949.

(^{1/2}) Includes Southern California sections.

(^{3/4}) Totals for Central California Section only through September 30.

TERMINAL MARKETS: Michigan Situation:

The following tabulations are compiled from daily market reports issued by the Benton Harbor Market News office. Price ranges quoted are for jobbing sales of Michigan celery on principal terminal markets and cover stock of generally good merchantable quality and condition for varieties and containers as shown.

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1950 IN IMPORTANT MARKETS

Week Ending	Varities	Container : crates	Price	Varities	Container : Crates	Price
July 7	Golden Heart	half	\$4.85-5.00	Golden Heart	half	\$1.75-4.00
		dble hi-balls	4.00-4.25		dble hi-balls	1.50-2.50
14		half	4.00-4.75		squares	.75-1.75
		dble hi-balls	3.25-4.50		half	.75-3.00
					dble hi-balls	1.00-2.00
					squares	.50-1.50
					16" wbd	2.00-2.25
				Pascal	half	1.75-2.00
21		half	3.00-3.75		16" wbd	3.50-4.00
		dble hi-balls	3.00-3.50	Golden Heart	half	1.25-2.25
					dble hi-balls	1.00-1.25
					squares	.50-1.25
					16" wbd	2.00-3.00
				Pascal	half	1.50-2.35
					16" wbd	2.25-3.50

MARKETS - CONT'D.				CONT'D.				
Week Ending	Varieties	Container : Crates	Price	Varieties	Container : Crates	Price		
<u>A T L A N T A - CONT'D.</u>				<u>C H I C A G O - CONT'D.</u>				
July 28	Golden Heart	half	\$2.50-3.25	Golden Heart	half	\$1.00-1.75		
					dbl hi-balls	1.00		
					squares	.60-1.25		
					16" wbd	1.50-2.00		
				Pascal	half	.75-1.85		
					16" wbd	1.25-3.00		
Aug. 4			2.25-2.75	Golden Heart	half	.75-1.75		
					dbl hi-balls	1.00-1.75		
					squares	.50-1.00		
					16" wbd	1.25-2.00		
				Pascal	half	1.25-2.00		
					16" wbd	1.00-2.50		
11			2.25-2.50	Golden Heart	half	.75-1.50		
					dbl hi-balls	.75-1.25		
					squares	.50-1.00		
					16" wbd	1.25-1.50		
				Pascal	half	1.00-2.00		
					16" wbd	2.00-2.50		
18			2.00-2.50	Golden Heart	half	.75-1.50		
					dbl hi-balls	.75-1.00		
					squares	.60-1.00		
					16" wbd	1.25-2.00		
				Pascal	half	1.25-2.00		
					Golden Heart	.75-1.25		
25			2.10-2.25		dbl hi-balls	.50-1.00		
		dbl hi-balls	2.00-2.25		squares	.40-.85		
		16" wbd	2.50-2.75		16" wbd	.75-1.00		
				Pascal	half	1.25-1.75		
					16" wbd	1.25-2.25		
Sept. 1		half	2.10-2.25	Golden Heart	half	.75-1.25		
		16" wbd	2.35-2.75		squares	.40-.75		
					16" wbd	1.00-1.50		
				Pascal	half	1.00-2.00		
					16" wbd	1.25-1.50		
8		half	2.00-2.25	Golden Heart	half	.75-1.25		
		16" wbd	2.50		squares	.50-1.00		
					16" wbd	1.25-1.50		
				Pascal	half	1.00-2.00		
15		half	2.15-2.50	Golden Heart	half	.75-1.50		
		16" wbd	2.50-2.75		squares	.50-1.00		
					16" wbd	1.50-1.75		
				Pascal	half	1.25-1.75		
					16" wbd	2.50-2.75		
22		half	2.25-2.65	Golden Heart	half	.65-1.00		
		16" wbd	2.50-2.75		squares	.40-.75		
					16" wbd	1.00-1.25		
				Pascal	half	1.00-1.75		
					16" wbd	2.00		
29		half	2.25-2.50	Golden Heart	half	.75-1.25		
		16" wbd	2.50-2.75		squares	.40-1.00		
					16" wbd	1.00-1.50		
				Pascal	half	1.25-1.75		
					16" wbd	2.00-2.25		
Oct. 6		half	2.10-2.50	Golden Heart	half	.75-1.25		
		16" wbd	2.50-2.75		squares	.50-1.00		
					16" wbd	1.15-1.50		
				Pascal	half	.50-1.50		
					16" wbd	1.00-2.50		
13		half	2.15-2.50	Golden Heart	half	.75-1.50		
		16" wbd	2.50-2.75		squares	.50-1.00		
	Pascal		3.75-4.00		16" wbd	1.25-2.00		
				Pascal	half	1.00-1.50		
					16" wbd	1.75-2.25		
<u>C I N C I N N A T I</u>				<u>D E T R O I T</u>				
July 7	Golden Heart	half	\$3.50-4.25	Golden Heart	half	\$3.25-3.50		
					1 doz bchs	.90		
14			2.50-4.00		half	2.75-3.00		
					1 doz bchs	.75-.90		
21			1.00-3.00		half	2.25-2.75		
					1 doz bchs	.50-.80		
28			1.50-2.50		16" wbd	2.75-3.00		
	Pascal		3.25		half	2.00-2.25		
		16" wbd	3.25		1 doz bchs	.75		
Aug. 4	Golden Heart	half	1.50-2.00		half	1.75-2.00		
		16" wbd	1.50		1 doz bchs	.70		
				Pascal	half	3.25		
11		half	1.50-2.00	Golden Heart	half	1.90-2.00		
		16" wbd	2.00-2.25		1 doz bchs	.70		
				Pascal	half	2.75-3.25		
18		half	2.00-2.25	Golden Heart	half	1.85-2.00		
		16" wbd	1.50-2.00		1 doz bchs	.65		
				Pascal	half	3.00-3.25		
25			1.50-2.00	Golden Heart	half	1.75-2.75		
	Pascal		2.00-2.50		1 doz bchs	.65		
				Pascal	half	2.75-3.25		
Sept. 1	Golden Heart		1.50-2.50	Golden Heart		1.75-3.25		
	Pascal		2.50-3.00	Pascal	16" wbd	3.25		
8			1.50-2.50	Golden Heart	half	1.75		
				Pascal	16" wbd	3.00		
15	Golden Heart	half	1.50	Golden Heart	half	1.75		
		16" wbd	2.00-2.25	Pascal	16" wbd	2.75-3.00		
	Pascal		2.50-2.75					
22	Golden Heart	half	1.50-2.00	Golden Heart	half	1.75-2.75		
		16" wbd	1.75-2.00	Pascal	16" wbd	2.75-3.00		
	Pascal		2.25-2.50					
29	Golden Heart	half	1.75	Golden Heart	half	1.75		
		16" wbd	1.50-1.75	Pascal	16" wbd	2.50-3.00		
	Pascal		2.25-2.50					
Oct. 6	Golden Heart	half	1.50-2.00	Golden Heart	half	1.75		
		16" wbd	1.75-2.00	Pascal	16" wbd	2.25-2.75		
	Pascal		2.00-2.50					

MARKETS - CONT'D.

Week Ending	Varieties	Container Crates	Price	Varieties	Container Crates	Price
<u>KANSAS CITY</u>				<u>NEW ORLEANS</u>		
July 7			\$	Golden Heart	dblc hi-balls	\$4.75-5.00
14	Golden Heart	16"	3.50-4.00		half	3.50-4.25
21			3.50-4.00		dblc hi-balls	2.25-3.75
28			3.25-3.50		half	1.00-3.75
Aug. 4			3.50-3.75		dblc hi-balls	2.50-3.00
11			3.00-3.50		half	2.50-3.25
		half	1.25			
	Pascal	16"	3.00-3.25			
18	Golden Heart		2.50-3.50			1.50-2.65
	Pascal		3.50			
25	Golden Heart		2.50-2.75			2.00-2.50
	Pascal		3.00			
Sept. 1	Golden Heart		2.50			2.00-2.50
8		half	2.50-2.75		16" wbd	1.50-2.35
	Pascal		3.00-3.25		half	1.00-2.50
15	Golden Heart		2.50-2.75		16" wbd	1.00-2.50
	Pascal		3.00-3.25		half	1.00-2.50
22			3.00		16" wbd	2.25-2.50
					half	2.25-2.50
29	Golden Heart		3.00		16" wbd	2.00-2.50
Oct. 6			3.00		half	2.00-2.50
	Pascal		2.75			1.00-2.40

ST LOUIS

July 14	Golden Heart	dblc hi-balls	3.25-3.50			
	Pascal	half	3.25-4.00			
21	Golden Heart	half	2.50-2.75			
		1 doz bchs	.90-1.00			
	Pascal	half	2.50-3.25			
		16" wbd	2.75-3.25			
28	Golden Heart	dblc hi-balls	2.50			
		half	2.50-3.50			
		1 doz bchs	.80-1.25			
	Pascal	half	2.50-3.50			
Aug. 4		1 doz bchs	1.25			
		16" wbd	3.00			
		16"	2.50-2.75			
11	Golden Heart	16"	2.00-3.25			
	Pascal	1 doz stlks	.75-.85			
18	Golden Heart	half	2.00-2.50			
		16"	2.00-2.50			
		squares	1.00			
	Pascal	16"	2.00-2.50			
		1 doz stlks	.75-.85			
		bsks 1 doz	.80-.85			
25	Golden Heart	half	2.00-2.50			
		1 doz stlks	.70			
		squares	.75-1.00			
Sept. 1	Pascal	bsks 1 doz	.80-.85			
	Golden Heart	half	2.00-2.25			
		1 doz stlks	.45-.75			
	Pascal	bsks 1 doz	.75-.85			
8	Golden Heart	half	1.50-2.25			
		16" wbd	2.75			
	Golden Pascal	bsks 1 doz	.80-1.00			
15	Golden Heart	half	1.25-1.75			
		squares	.75-1.00			
	Golden Pascal	bsks 1 doz	.50-1.00			
22	Golden Heart	half	1.00-1.50			
		squares	.90-1.00			
	Pascal	bsks 1 doz	1.00			
	Golden Pascal		.25-.80			
29	Golden Heart	half	1.25-1.50			
		squares	.75-1.00			
	Pascal	bsks 1 doz	1.00			
Oct. 6	Golden Pascal		.50-.75			
	Golden Heart	half	1.25-1.75			
		squares	.75			
	Pascal	bsks 1 doz	.90-1.00			
	Golden Pascal		.70-.75			